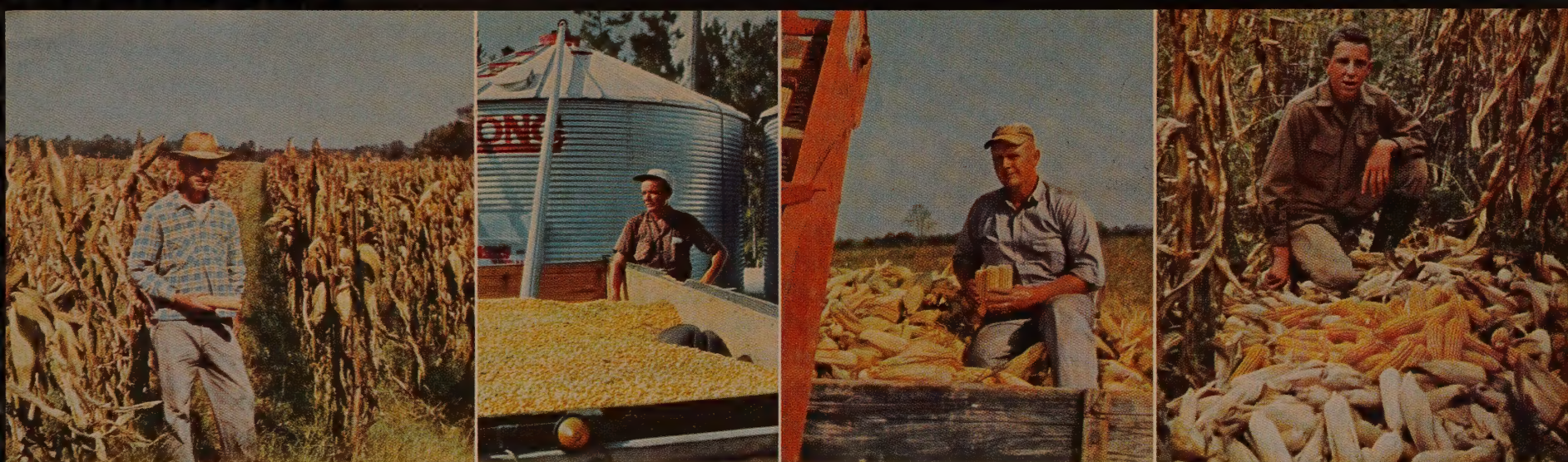




**MEN
WHO
KNOW
CORN**



PLANT COKER HYBRIDS



The farmers pictured on these pages all have two things in common: They are all expert corn growers, and they all plant Coker Hybrids. There are thousands more like them, from Louisiana to Virginia. Men who try many corns... but keep on planting their main crop to Coker's year after year because Coker pays them best. Why not join them... prove it for yourself?? Plant a trial acreage on your farm this spring!

Search & Research puts Coker Hybrids out front

Corn breeding is a lot like detective work. The aim, of course, is to develop new and improved varieties to meet constantly changing farm conditions and needs. But you have to know what you're looking for—and where to look. And, you have to be able to recognize it when you finally find it. Because superior corn hybrids don't just "happen." They are the result of carefully planned breeding and selection programs, such as those maintained on Coker Farms at Hartsville, South Carolina.

Here, and in other areas of the South, Coker corn breeders conduct their never-ending search for the rare plants that promise perfection. Continually crossing, testing, comparing, discarding many *thousands* of hybrid combinations—they look for the same qualities you want in *your* corn crop: Vigorous, early growth; resistance to insects, diseases, storms and drouth; *quality* and high yields—to name just a few. Their painstaking efforts are rewarded by the widespread demand for Coker Hybrids across the South.



SEARCH & RESEARCH



COKER 71

If you haven't yet planted at least a trial acreage of this great new hybrid, be sure to plant a bushel or two this year. Coker 71 has consistently produced excellent yields of quality corn throughout South Alabama, South Georgia and North Florida. It's a full season yellow hybrid, a vigorous grower and very prolific. A favorite of custom pickers—carries both ears low on relatively short, extra-strong stalks. Tight shucks completely cover the ear. Widely popular for silage, cribbing for feed, and cash grain.

"We plant 100% Coker 71 for its high yield, short stalk and picking quality," say Harry & J. H. Mitchell of Alamo, Ga. (pictured at left)



COKER 67

Here's one of the finest yellow hybrids ever grown in the Coastal Plains. Full season, high producing, well-suited to machine picking—Coker 67 has ranked at or near the top in every Official Experiment Station test in its adapted area since we introduced it in 1958. Has low, uniform ears on short sturdy stalks. Tight shucks, hard heavy grain—good weevil resistance. Ears turn down at maturity, thus reducing bird and weather damage. Picks clean and fast, shells out well. Plant some—you'll like it!

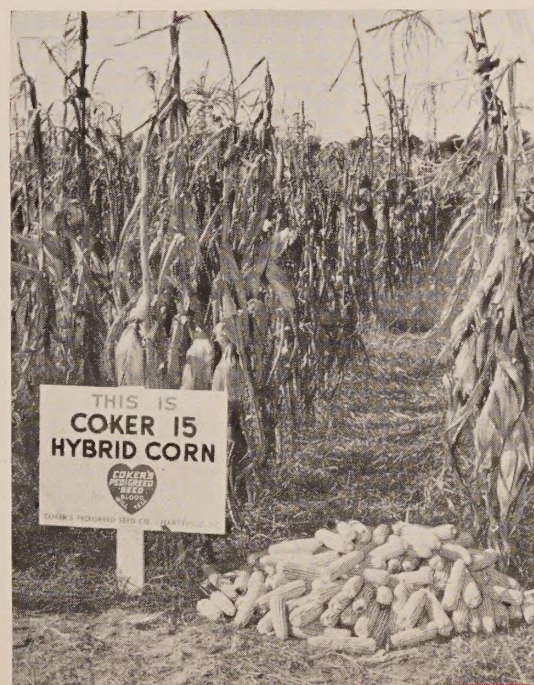
Mr. W. E. McElveen, Hazelhurst, Ga., (left) says, "I picked many different varieties for my neighbors and find Coker 67 superior in yield and ease of picking."

COKER 15

New—our earliest yellow hybrid. Developed especially for hogging and for early harvest in the Coastal Plains. Can be cribbed where weevils are not a problem. Makes excellent silage too—has a high percentage of grain and green leaves to the amount of stalk. Coker 15 is prolific, with good sized, well-covered ears that turn down at maturity. Ears are low on strong stalks that stand well for good picking. Grain quality is the best of any early corn we've tested. If you need a good early corn for early feed, try this!

"Coker 15 is the best early corn I've ever planted. Almost every stalk had two ears and my hogs really cleaned up the field."

Gordon Spear—Samson, Ala.



COKER 811

Here's one of the most widely known and grown hybrids in the entire Coastal Plain! Strong roots and stiff stalks, plus tight husks and excellent weevil resistance make it popular for late harvest. Customers tell us that Coker 811 fills the wagon faster—with better quality corn—from fewer rows, than any competitive hybrid they have tried. Puts two good ears about waist high on the stalk. Fine for cribbing, milling, all feeding uses. Matures about a week later than Coker 911. Pearly-white grain, very high test weight.

"I've planted Coker 811 since it came on the market. I like its high yield, low stalk, low ears and the way it stands up."

J. R. Porter—Cochran, Ga.

Here's why your neighbors plant Coker's!

"Coker 67 is the most outstanding corn I've ever had—and I have tried many corns. In 1960 I averaged 112 bu. on 125 acres. This year I averaged 120 bu. on 75 acres. I feed all my corn, plus about 18,000 bu. I buy, to 2,000 fattening hogs plus 25,000 broilers. I like the stalk size and ease of picking. I combine for other farmers and find Coker's the best all-around corn."

Windle Taylor—Alma, Ga.

"I prefer Coker 911 for silage because of the standability, tonnage and quality (green blades). I like the grain yield and two ears per stalk. It averaged 25 tons per acre on 20 acres!"

John W. Bagwell, Jr.
Bagwell Dairy—Rome, Ga.

"I planted one sample each of Coker 15 and 67, and harvested more than 80 bu. per acre. I like their good sturdy stalks, and the two eared type. These two varieties will suit my customers."

T. L. Harmon, Owner
Harmon Gin Co.—Cropwell, Ala.

"I plant Coker 71 because of the turnout and standability. The last three years I've produced around 100 bu. per A. I custom combine corn and always can tell when I'm in a field of Coker."

J. A. Roberts—Douglas, Ga.

"I like Coker 71 better than any corn I've ever planted. It stands up very good, has low ears on a low stalk and picks good with a picker. It will produce corn even in a drouth. The ears turn down and don't have weather damage. It is a hard corn and has very little weevil damage."

Harold Baxley—Graceville, Fla.

"I planted Coker 67 as a 4-H project. It is a sound, straight grained corn. It fills out well in the silk and I have found no weevil damage in it. The corn germinates well and plants evenly. I'm well satisfied with the kind of stalk, ear and yield I got with it. We made an average of yield taking 3 100' rows with 40" width of rows. It made 104.77 bu. per acre."

M. R. (Butch) Glasscock III—Thorsby, Ala.

"I plant 200-300 acres of corn each year. I've planted nearly every variety of corn for this area and I find Coker out-produces them all. I plant Coker 67 and 71 for yellow cribbing corn. Also plant Coker 811 white to crib, and 911 for early harvest or silage. In 1960 I averaged better than 80 bu. per A. on my whole farm. This year I'll average near 65 bu. Dry weather hurt this year's production."

John Coley, Jr.—Cochran, Ga.

"I planted 52 acres of Coker 71 this year and put 32 acres in silo for silage (550 tons). The remaining 20 acres will produce close to the same yield I made in 1960—165 bu.

per acre. This corn was planted in 38" rows 12" in drill—400# 5-10-15 plus 105 units of N."

E. E. Sellers & Sons—Hazelhurst, Ga.

"I like Coker 811 corn better than any white corn I've ever planted. It has low ear placement and short stalks. The grain is high quality with good weevil resistance. I have 70 acres and it will average near 100 bu. per acre."

R. M. Gainer—Hazelhurst, Ga.

"Coker 616 is the corn for me! It has a good stiff stalk, 2 ears, and stands up good. It will make 75 bu. per acre."

John W. Boatright—Hanceville, Ala.

"Coker 15 is a thrifty growing corn with thick spacing and good size ears for high yields. It grew exceptionally fast, with good standability. The grains were sound with yields of 90-100 bu. per acre."

T. L. Conner—Albertville, Ala.

"I planted several varieties of corn this year. Coker 71 stood up best, yielded right at the top and pulled better than any corn I've ever harvested. The weevil resistance was tops, too. The large base on the ear makes it easy to pull."

C. I. Lewis, Jr.—Dothan, Ala.

COKER 911

This champion performer keeps on winning new friends every year. Its long shanks, twin ears and short stalks make Coker 911 a "showy" corn with lots of eye appeal. A full season white hybrid, it produces top-notch yields of sound, heavy grain. Very popular for silage. Starts fast and keeps on coming. Has bred-in resistance to drouth, storms and diseases. Stands well and really holds its ears; there's no picking up in Coker 911 fields! Widely adapted; keeps well where weevil infestation is not severe.

"Our Coker 911 averaged 15 tons of excellent quality silage per acre," says Mr. Charles T. Walker of The Rock, Ga. "It is superior to any other corns for milk production."



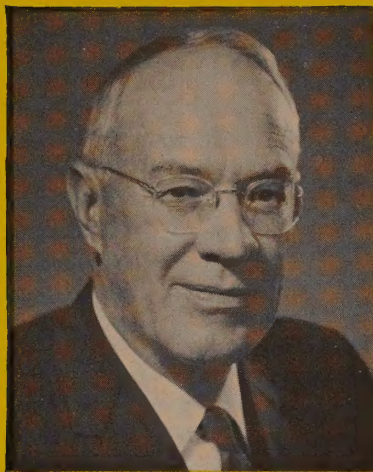
COKER 616

An excellent medium-early white hybrid for feed and high quality milling corn in North Alabama and the Mountain and Piedmont areas of Georgia. In weevil areas Coker 616 has been outstanding for hogging and early harvest before weevil damage occurs. Has topped many experiment station tests in yield. The ears are extra-large for a semi-prolific hybrid of this maturity. Strong stalks hold the ears at a good height for fast clean picking. Grain is medium hard and sound. Try a bushel this spring!

Mr. A. A. Bell and son Danny of Fyffe, Ala., shown in their 1961 crop. Mr. Bell says, "My neighbors and I estimated the Coker 616 made 150 bu per acre. Quality's excellent."



COKER HYBRIDS for GEORGIA • ALABAMA • FLORIDA



TO CORN GROWERS OF THE SOUTH:

For the 1962 planting season we are again offering our customers—the corn growers of the South—a choice of six outstanding southern hybrids. Bred in the South for the South, our hybrid corns have been developed from the best native, open-pollinated varieties.

In our hybrid corn breeding program we have emphasized those qualities which are essential for growing the best yields of high quality grain. These are long, tight husks to minimize insect and rain damage; vigorous root development to give the plant better

stability and increase its feeding or fertilizer utilization capacity; sturdy, strong stalks for added storm resistance and better adaptation to machine picking; low placement of ears for ease of harvest; medium short stalks and quality grain for feeding and milling purposes.

Coker hybrids are available to meet your special needs and to suit your particular area in either white or yellow varieties.

Sincerely,
Robert R. Coker, President

5 questions frequently asked about Coker Hybrids by new customers

How thick should I plant Coker Hybrids?

Aim for 10,000 to 12,000 plants per acre. To get 10,000 plants per acre, use approximately 15-inch spacing in 40-inch rows; for 12,000 plants per acre, use approximately 13-inch spacing in 40-inch rows. At these rates, prolific Coker Hybrids produce a high yield of grain per plant, and make most efficient use of available moisture and fertility. (When stands are too thick, prolificacy may be reduced and lodging increased.)

NOTE: Soil fertility, fertilizer added and moisture conditions must be considered in determining the best planting rates for your farm.

Which Coker variety do you recommend for silage?

The best variety for silage is the one that will produce the most grain in your area. This is because the most nutritious corn silage invariably has a high percentage of grain to green matter. Coker 911 is one of the most outstanding and widely adapted silage corns in the South. It is being successfully grown for silage from the moun-

tains to Florida. However, other Coker Hybrids with similar characteristics are also widely used for silage in their respective adapted areas. (Farmer comments elsewhere in this catalog will be of interest to you.) For convenience in harvesting, storing and feeding, and to spread the weather risk, some farmers prefer to plant two or more Coker Hybrids of different maturities.

Do you have a good early hogging corn?

Yes, Coker 15 is an excellent variety for hogging off in all areas. It's medium-early, yellow, and a very high yielder. Our medium-early white corn, Coker 616, is also extremely popular for hogging. Ears that turn down at maturity and adequate husks to prevent weather and bird damage permit these hybrids to be hogged until late in the season.

Your corns are priced about the same as others, yet my dealer says Coker's is "cheaper." Why?

He's referring to the *extra acreage* you can plant from a bushel of Coker's seed corn, compared to other leading varieties, planted at the same rate. This reduces your per-acre seed costs,

and is another advantage of planting Coker Hybrids. There is no difference in germination, vigor, or yielding ability between grades of the same variety. Some farmers prefer large "pretty" seed, so they buy our large flats; others want to save money, and order Coker medium flats. Planted side by side, you couldn't tell them apart!

At recommended planting rates, a bushel of Coker large flats will plant approximately 8 acres; Coker medium flats, over 9 acres. Be sure to use the correct planter plate for the seed size you buy!

Why don't you give "days to maturity" ratings for Coker corns?

Corn is generally considered mature or "ripe" when it carries around 35% moisture. But so many factors affect corn maturity that we have avoided pinpointing a given number of days. Instead, we prefer to use the relative terms, Early; Medium; Full Season. Many southern farmers determine the maturity of a corn by comparing it with other corns grown in their area. Thus the relative terms may be more meaningful than going by calendar dates.



Lift Here

SPECIAL INTRODUCTORY OFFER

62 Enough Coker's Hybrid Seed Corn **\$1.00**
to plant one-half acre (4 lbs.)... **POST-PAID**

We believe COKER Hybrids are the best you can plant. We'd like you to try them in 1962. That's why we're making this special offer: Send us one dollar and coupon below. We'll mail you, postpaid, four pounds of medium flat grade COKER'S Hybrid Seed Corn—any variety described in this catalog. Send coupon and money today for prompt delivery!

**SEND FOR
YOURS TODAY!**

COKER'S

PEDIGREED SEED COMPANY

HARTSVILLE
SOUTH CAROLINA

Gentlemen: Yes, I want to try COKER Hybrids this year.
Send me, postpaid, enough seed of each variety checked
below to plant 1/2 acre each. Enclosed find \$_____.

☐ COKER 71

☐ COKER 67

☐ COKER 15

☐ COKER 616

☐ COKER 811

☐ COKER 911

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TOWN _____

STATE _____



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**COKER'S PEDIGREED
SEED COMPANY**

Hartsville, South Carolina

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